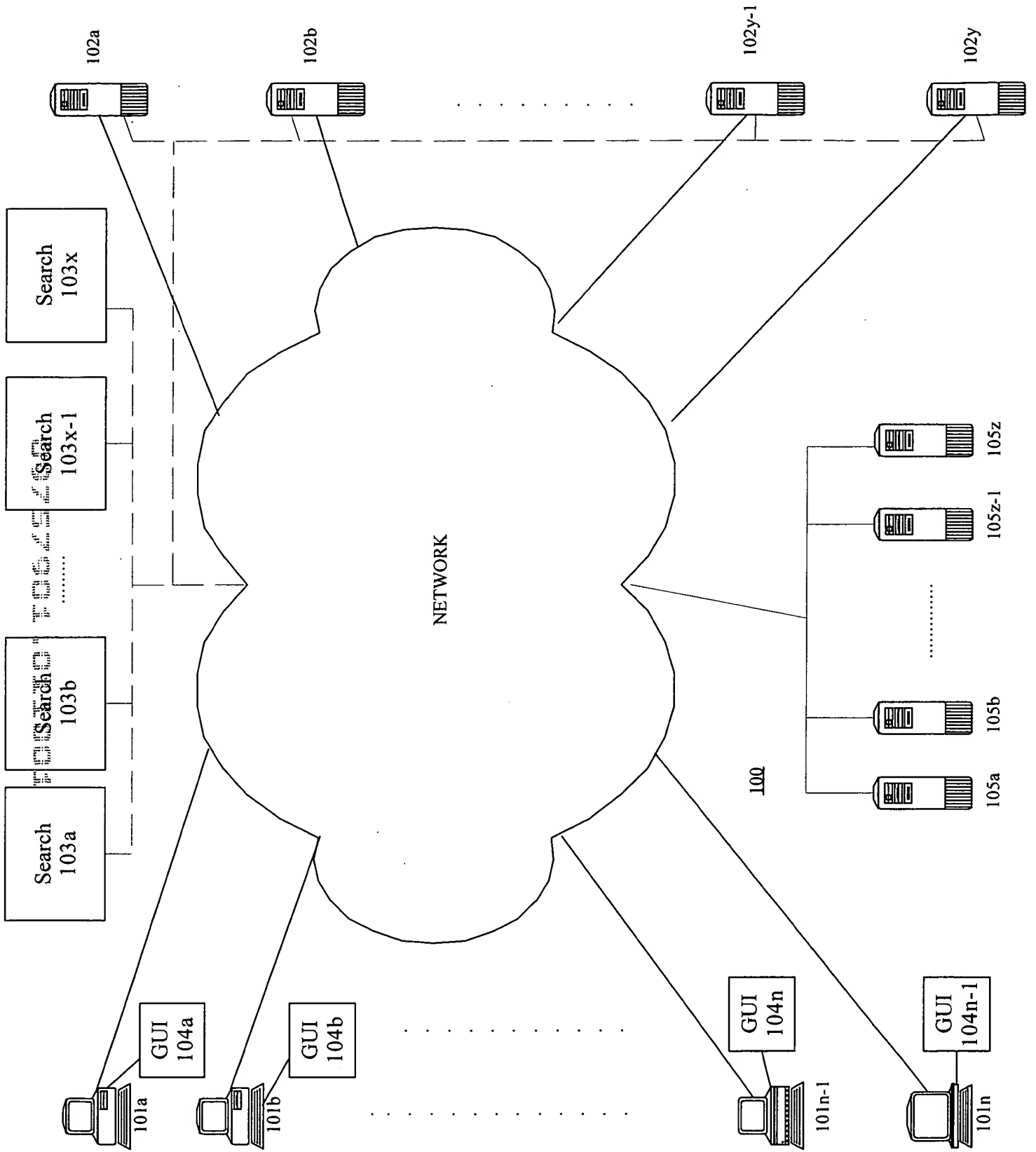


Fig.1



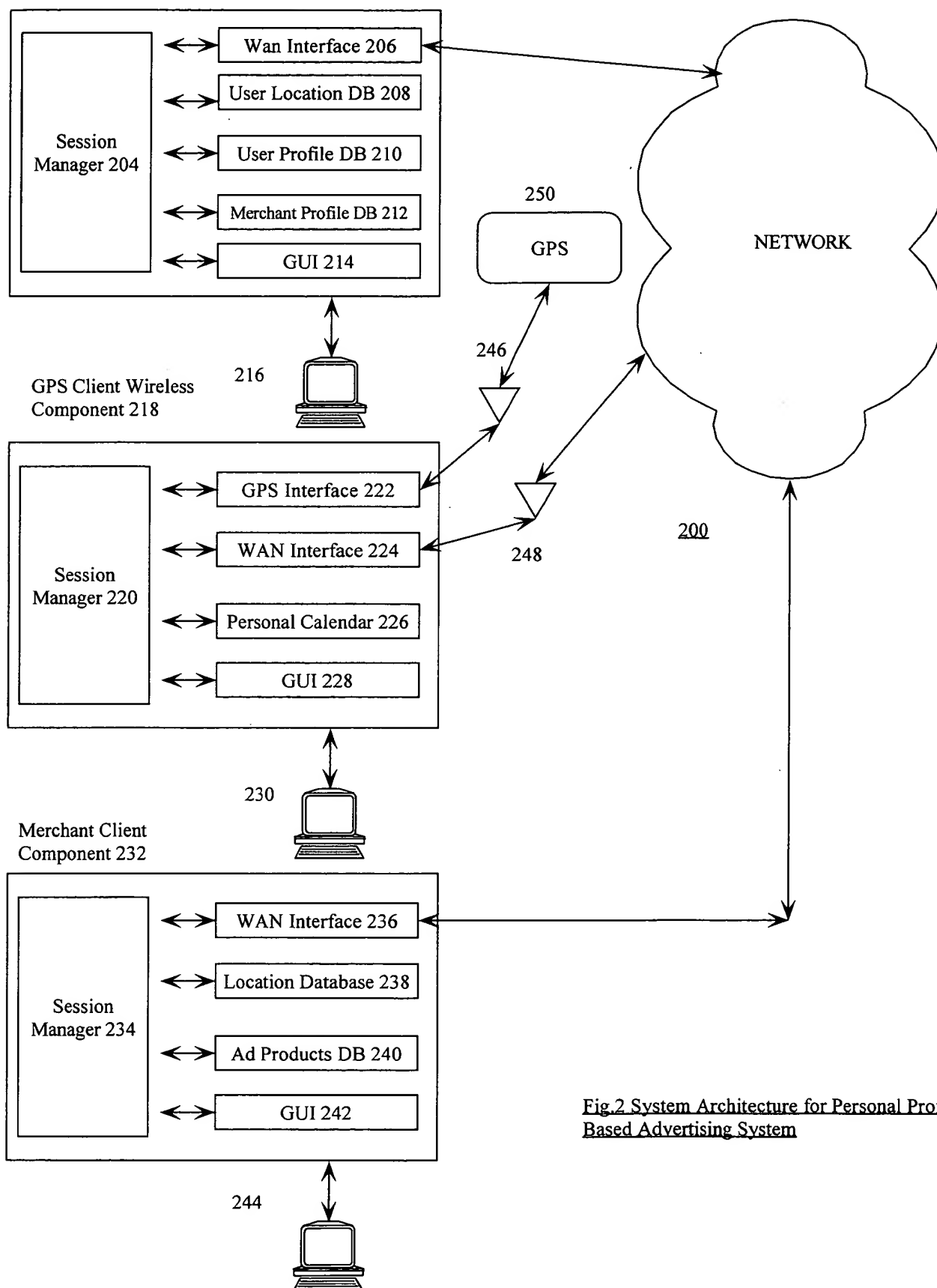


Fig.2 System Architecture for Personal Profile Based Advertising System

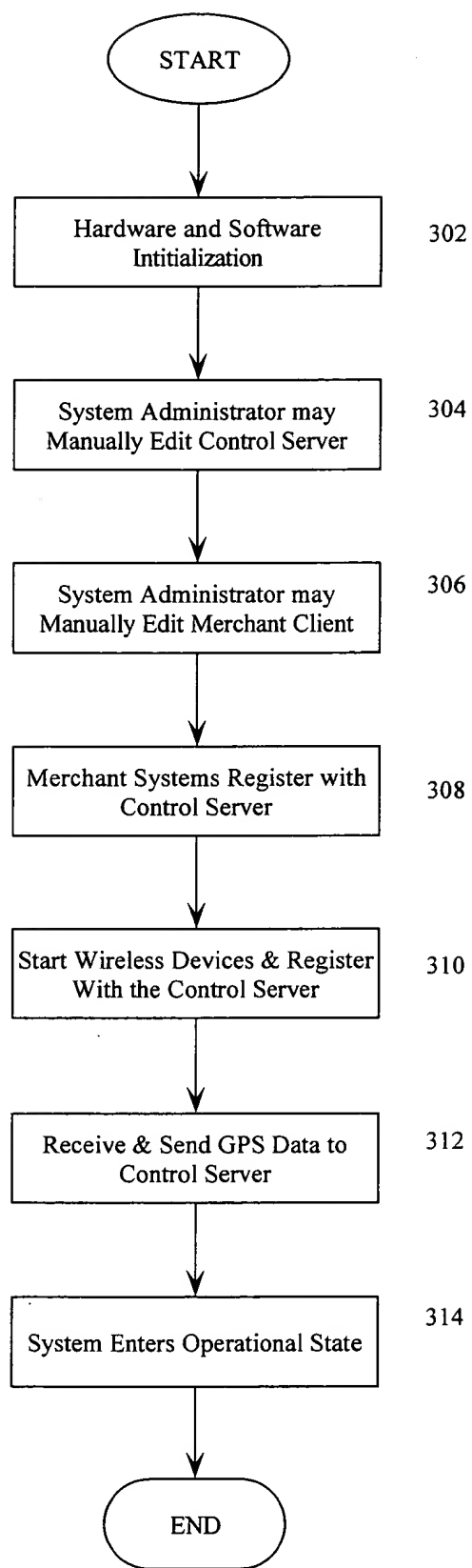


FIG.3 Initialization Process for the Personalized Advertising System

300

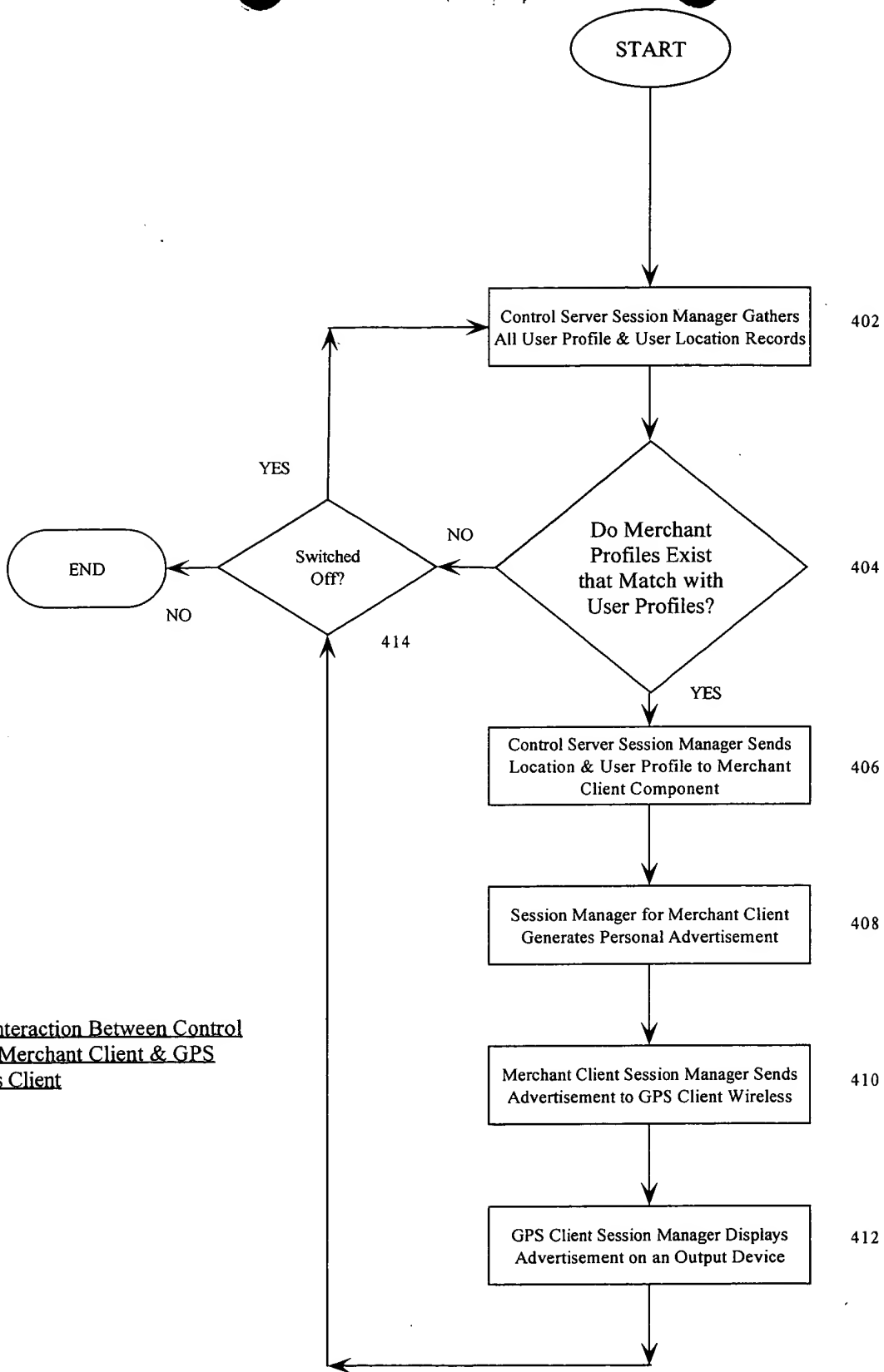


FIG. 4 Interaction Between Control Server, Merchant Client & GPS Wireless Client

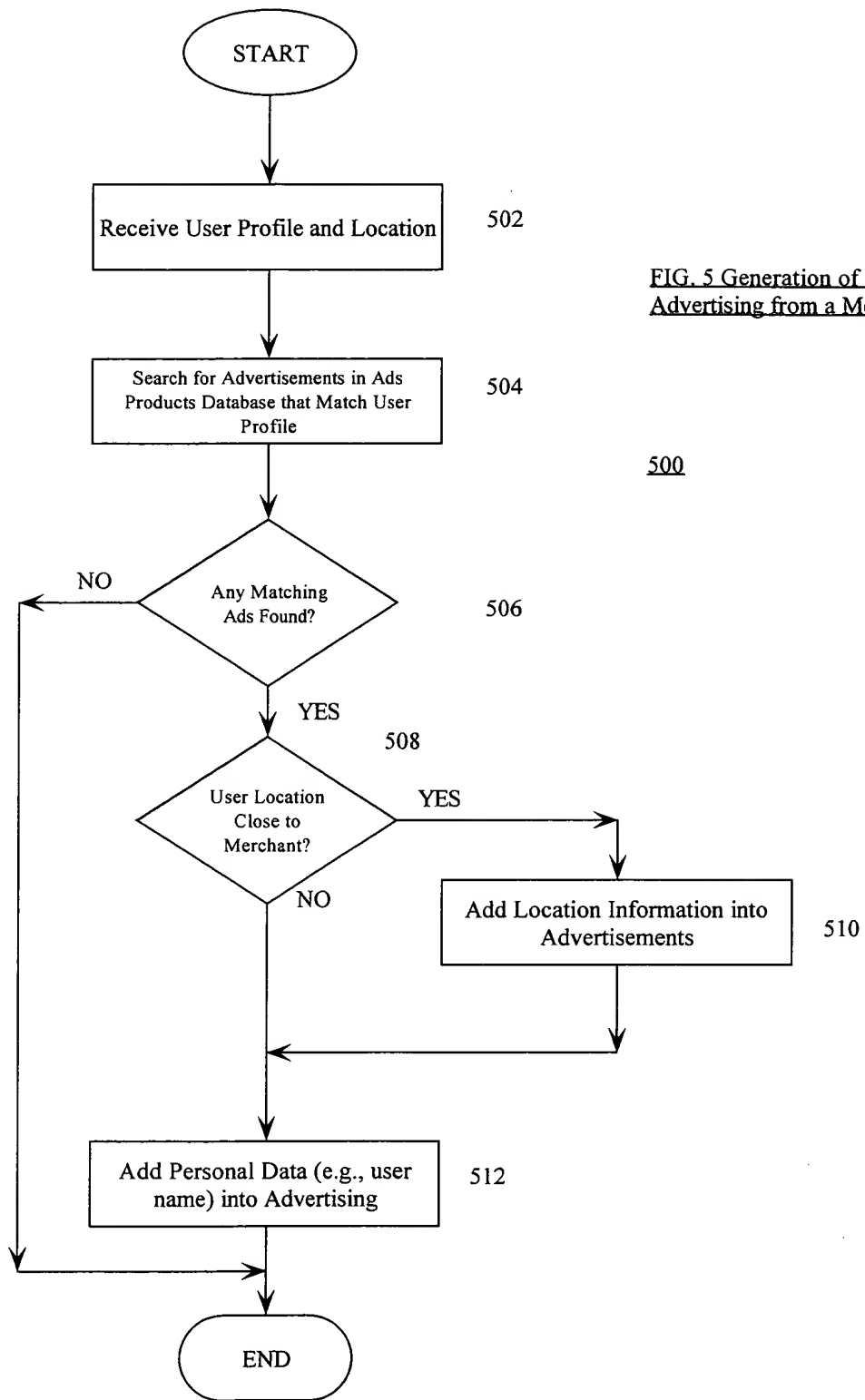


FIG. 5 Generation of Personal Advertising from a Merchant Client

500

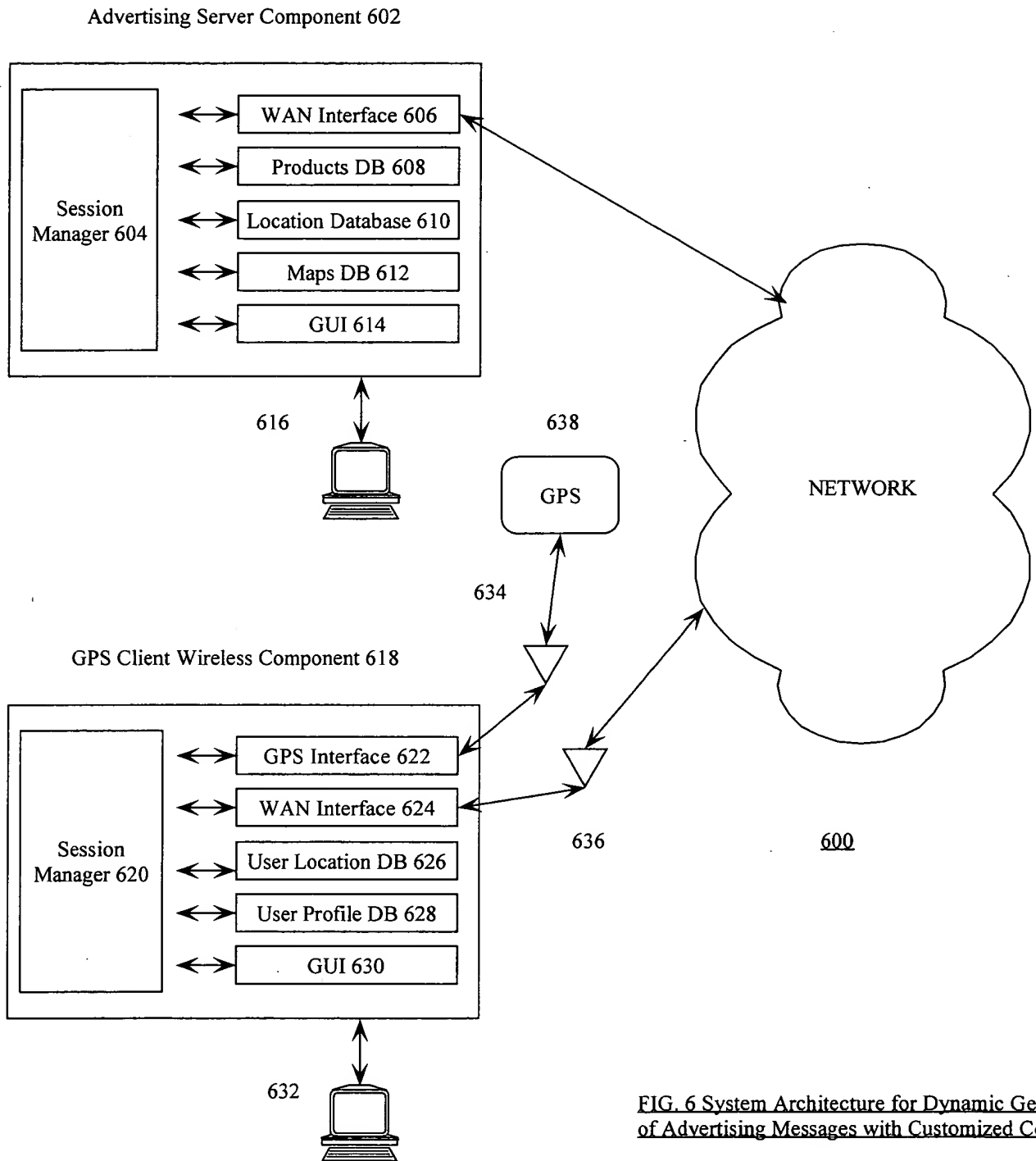


FIG. 6 System Architecture for Dynamic Generation of Advertising Messages with Customized Content

FIG. 7 Personal Advertising with
Insertion of Driving Directions

